

BrokerCheck Report

STEPHEN MANFRED RICE

CRD# 1064788

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Please be aware that fraudsters may link to BrokerCheck from phishing and similar scam websites, trying to steal your personal information or your money. Make sure you know who you're dealing with when investing, and contact FINRA with any concerns.

For more information read our [investor alert](#) on imposters.

About BrokerCheck®

BrokerCheck offers information on all current, and many former, registered securities brokers, and all current and former registered securities firms. FINRA strongly encourages investors to use BrokerCheck to check the background of securities brokers and brokerage firms before deciding to conduct, or continue to conduct, business with them.

- **What is included in a BrokerCheck report?**

- BrokerCheck reports for individual brokers include information such as employment history, professional qualifications, disciplinary actions, criminal convictions, civil judgments and arbitration awards. BrokerCheck reports for brokerage firms include information on a firm's profile, history, and operations, as well as many of the same disclosure events mentioned above.
- Please note that the information contained in a BrokerCheck report may include pending actions or allegations that may be contested, unresolved or unproven. In the end, these actions or allegations may be resolved in favor of the broker or brokerage firm, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

- **Where did this information come from?**

- The information contained in BrokerCheck comes from FINRA's Central Registration Depository, or CRD® and is a combination of:
 - information FINRA and/or the Securities and Exchange Commission (SEC) require brokers and brokerage firms to submit as part of the registration and licensing process, and
 - information that regulators report regarding disciplinary actions or allegations against firms or brokers.

- **How current is this information?**

- Generally, active brokerage firms and brokers are required to update their professional and disciplinary information in CRD within 30 days. Under most circumstances, information reported by brokerage firms, brokers and regulators is available in BrokerCheck the next business day.

- **What if I want to check the background of an investment adviser firm or investment adviser representative?**

- To check the background of an investment adviser firm or representative, you can search for the firm or individual in BrokerCheck. If your search is successful, click on the link provided to view the available licensing and registration information in the SEC's Investment Adviser Public Disclosure (IAPD) website at <https://www.adviserinfo.sec.gov>. In the alternative, you may search the IAPD website directly or contact your state securities regulator at <http://www.finra.org/Investors/ToolsCalculators/BrokerCheck/P455414>.

- **Are there other resources I can use to check the background of investment professionals?**

- FINRA recommends that you learn as much as possible about an investment professional before deciding to work with them. Your state securities regulator can help you research brokers and investment adviser representatives doing business in your state.

Thank you for using FINRA BrokerCheck.



Using this site/information means that you accept the FINRA BrokerCheck Terms and Conditions. A complete list of Terms and Conditions can be found at brokercheck.finra.org



For additional information about the contents of this report, please refer to the User Guidance or www.finra.org/brokercheck. It provides a glossary of terms and a list of frequently asked questions, as well as additional resources. For more information about FINRA, visit www.finra.org.



STEPHEN M. RICE
CRD# 1064788

This broker is not currently registered.

Report Summary for this Broker

This report summary provides an overview of the broker's professional background and conduct. Additional information can be found in the detailed report.

Broker Qualifications

This broker is not currently registered.

This broker has passed:

- 0 Principal/Supervisory Exams
- 4 General Industry/Product Exams
- 2 State Securities Law Exams

Registration History

This broker was previously registered with the following securities firm(s):

- B** **PARK AVENUE SECURITIES LLC**
CRD# 46173
LOS GATOS, CA
10/2014 - 10/2014
- B** **PARK AVENUE SECURITIES LLC**
CRD# 46173
LOS GATOS, CA
05/1999 - 10/2014
- B** **GUARDIAN INVESTOR SERVICES CORPORATION**
CRD# 6635
NEW YORK, NY
12/1982 - 05/1999

Disclosure Events

All individuals registered to sell securities or provide investment advice are required to disclose customer complaints and arbitrations, regulatory actions, employment terminations, bankruptcy filings, and criminal or civil judicial proceedings.

Are there events disclosed about this broker? **Yes**

The following types of disclosures have been reported:

Type	Count
Customer Dispute	4

Investment Adviser Representative Information

The information below represents the individual's record as a broker. For details on this individual's record as an investment adviser representative, visit the SEC's Investment Adviser Public Disclosure website at

<https://www.adviserinfo.sec.gov>

Broker Qualifications



Registrations

This section provides the self-regulatory organizations (SROs) and U.S. states/territories the broker is currently registered and licensed with, the category of each license, and the date on which it became effective. This section also provides, for every brokerage firm with which the broker is currently employed, the address of each branch where the broker works.

This broker is not currently registered.



Broker Qualifications

Industry Exams this Broker has Passed

This section includes all securities industry exams that the broker has passed. Under limited circumstances, a broker may attain a registration after receiving an exam waiver based on exams the broker has passed and/or qualifying work experience. Any exam waivers that the broker has received are not included below.

This individual has passed 0 principal/supervisory exams, 4 general industry/product exams, and 2 state securities law exams.

Principal/Supervisory Exams

Exam	Category	Date
No information reported.		

General Industry/Product Exams

Exam	Category	Date
B Securities Industry Essentials Examination	SIE	10/17/2014
B General Securities Representative Examination	Series 7	07/30/1999
B Direct Participation Programs Representative Examination	Series 22	08/10/1983
B Investment Company Products/Variable Contracts Representative Examination	Series 6	12/22/1982

State Securities Law Exams

Exam	Category	Date
IA Uniform Investment Adviser Law Examination	Series 65	06/10/1998
B Uniform Securities Agent State Law Examination	Series 63	11/26/1997

Additional information about the above exams or other exams FINRA administers to brokers and other securities professionals can be found at www.finra.org/brokerqualifications/registeredrep/.



Broker Qualifications

Professional Designations

This section details that the representative has reported **1** professional designation(s).

Chartered Financial Consultant

This representative holds or did hold **1** professional designation(s) that may have been used to qualify as an Investment Advisor representative. Please check with the appropriate designation authority for verification that the designation is still in effect. The contact information for these professional designation authorities can be found on the website for the North American Securities Administrators Association at <http://www.nasaa.org>



Registration and Employment History

Registration History

The broker previously was registered with the following firms:

Registration Dates	Firm Name	CRD#	Branch Location
B 10/2014 - 10/2014	PARK AVENUE SECURITIES LLC	46173	LOS GATOS, CA
B 05/1999 - 10/2014	PARK AVENUE SECURITIES LLC	46173	LOS GATOS, CA
B 12/1982 - 05/1999	GUARDIAN INVESTOR SERVICES CORPORATION	6635	NEW YORK, NY

Employment History

This section provides up to 10 years of an individual broker's employment history as reported by the individual broker on the most recently filed Form U4.

Please note that the broker is required to provide this information only while registered with FINRA or a national securities exchange and the information is not updated via Form U4 after the broker ceases to be registered. Therefore, an employment end date of "Present" may not reflect the broker's current employment status.

Employment	Employer Name	Position	Investment Related	Employer Location
09/2003 - Present	RICE FINANCIAL CONSULTING, INC.	PRINCIPAL	Y	LOS GATOS, CA, United States

Other Business Activities

This section includes information, if any, as provided by the broker regarding other business activities the broker is currently engaged in either as a proprietor, partner, officer, director, employee, trustee, agent or otherwise. This section does not include non-investment related activity that is exclusively charitable, civic, religious or fraternal and is recognized as tax exempt.

STEPHEN MANFRED RICE SERVES ON THE BOARD, AND AS TREASURER, OF THE LOS GATOS MONTE SERENO POLICE FOUNDATION. THIS IS A 501C(3) CHARITABLE ORGANIZATION THAT RAISES FUNDS FOR "EXTRA" EQUIPMENT AND TRAINING FOR THE LOCAL POLICE DEPARTMENT. STEPHEN MANFRED RICE SPENDS ABOUT 2 HOURS PER MONTH ON THESE ACTIVITIES.



Disclosure Events

What you should know about reported disclosure events:

- 1. All individuals registered to sell securities or provide investment advice are required to disclose customer complaints and arbitrations, regulatory actions, employment terminations, bankruptcy filings, and criminal or civil judicial proceedings.
- 2. **Certain thresholds must be met before an event is reported to CRD, for example:**
 - o A law enforcement agency must file formal charges before a broker is required to disclose a particular criminal event.
 - o A customer dispute must involve allegations that a broker engaged in activity that violates certain rules or conduct governing the industry and that the activity resulted in damages of at least \$5,000.
 - o
- 3. **Disclosure events in BrokerCheck reports come from different sources:**
 - o As mentioned at the beginning of this report, information contained in BrokerCheck comes from brokers, brokerage firms and regulators. When more than one of these sources reports information for the same disclosure event, all versions of the event will appear in the BrokerCheck report. The different versions will be separated by a solid line with the reporting source labeled.
 - o
- 4. **There are different statuses and dispositions for disclosure events:**
 - o A disclosure event may have a status of *pending*, *on appeal*, or *final*.
 - A "pending" event involves allegations that have not been proven or formally adjudicated.
 - An event that is "on appeal" involves allegations that have been adjudicated but are currently being appealed.
 - A "final" event has been concluded and its resolution is not subject to change.
 - o A final event generally has a disposition of *adjudicated*, *settled* or *otherwise resolved*.
 - An "adjudicated" matter includes a disposition by (1) a court of law in a criminal or civil matter, or (2) an administrative panel in an action brought by a regulator that is contested by the party charged with some alleged wrongdoing.
 - A "settled" matter generally involves an agreement by the parties to resolve the matter. Please note that brokers and brokerage firms may choose to settle customer disputes or regulatory matters for business or other reasons.
 - A "resolved" matter usually involves no payment to the customer and no finding of wrongdoing on the part of the individual broker. Such matters generally involve customer disputes.

For your convenience, below is a matrix of the number and status of disclosure events involving this broker. Further information regarding these events can be found in the subsequent pages of this report. You also may wish to contact the broker to obtain further information regarding these events.

	Pending	Final	On Appeal
Customer Dispute	0	4	N/A



Disclosure Event Details

When evaluating this information, please keep in mind that a disclosure event may be pending or involve allegations that are contested and have not been resolved or proven. The matter may, in the end, be withdrawn, dismissed, resolved in favor of the broker, or concluded through a negotiated settlement for certain business reasons (e.g., to maintain customer relationships or to limit the litigation costs associated with disputing the allegations) with no admission or finding of wrongdoing.

This report provides the information exactly as it was reported to CRD and therefore some of the specific data fields contained in the report may be blank if the information was not provided to CRD.

Customer Dispute - Settled

This type of disclosure event involves a consumer-initiated, investment-related complaint, arbitration proceeding or civil suit containing allegations of sale practice violations against the broker that resulted in a monetary settlement to the customer.

Disclosure 1 of 2

Reporting Source:	Broker
Employing firm when activities occurred which led to the complaint:	PARK AVENUE SECURITIES LLC
Allegations:	THE CUSTOMER ALLEGED THAT MR. RICE FACILITATED UNAUTHORIZED AND UNSUITABLE SALES IN HER IRA, AND RECOMMENDED THE PURCHASE OF UNSUITABLE WHOLE LIFE INSURANCE. THE ALLEGATIONS OCCURRED BETWEEN MARCH 2007 AND JUNE 2012.
Product Type:	Insurance Mutual Fund
Alleged Damages:	\$158,000.00
Is this an oral complaint?	No
Is this a written complaint?	Yes
Is this an arbitration/CFTC reparation or civil litigation?	No

Customer Complaint Information

Date Complaint Received:	06/13/2012
Complaint Pending?	No
Status:	Settled
Status Date:	02/13/2013



Settlement Amount: \$100,960.00

Individual Contribution Amount: \$0.00

Disclosure 2 of 2

Reporting Source: Broker

Employing firm when activities occurred which led to the complaint: PARK AVENUE SECURITIES LLC

Allegations: CUSTOMER ALLEGED THAT RR RECOMMENDED SHE SURRENDER TWO VARIABLE ANNUITIES PREMATURELY.

Product Type: Annuity-Variable

Alleged Damages: \$26,582.00

Arbitration Information

Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.): FINRA ARBITRATION

Docket/Case #: 12-03002

Date Notice/Process Served: 10/10/2012

Arbitration Pending? No

Disposition: Settled

Disposition Date: 04/08/2013

Monetary Compensation Amount: \$40,000.00

Individual Contribution Amount: \$5,000.00

Broker Statement TO AVOID FURTHER EXPENSE PARTIES HAVE MEDIATED THE DISPUTE BETWEEN THEM & REACHED A FULL & FINAL SETTLEMENT OF ALL DISPUTES ARISING OUT OF THE ARBITRATION. A SINGLE PAYMENT MADE ON BEHALF OF RESPONDENTS TO CLAIMANT IN THE TOTAL SUM OF \$40,000.00 WIL BE MADE WITHIN 30 DAYS OF MARCH 18, 2013. CLAIMANTS WITHDREW WITH PREJUDICE THE ARBITRATION ON MARCH 12, 2013.



Customer Dispute - Closed-No Action / Withdrawn / Dismissed / Denied

This type of disclosure event involves (1) a consumer-initiated, investment-related arbitration or civil suit containing allegations of sales practice violations against the individual broker that was dismissed, withdrawn, or denied; or (2) a consumer-initiated, investment-related written complaint containing allegations that the broker engaged in sales practice violations resulting in compensatory damages of at least \$5,000, forgery, theft, or misappropriation, or conversion of funds or securities, which was closed without action, withdrawn, or denied.

Disclosure 1 of 2

Reporting Source:	Broker
Employing firm when activities occurred which led to the complaint:	PARK AVENUE SECURITIES LLC
Allegations:	CUSTOMERS ALLEGED THAT RR TRANSFERRED FUNDS FROM THEIR MANAGED ACCOUNT TO PAY WHOLE LIFE INSURANCE PREMIUMS WITHOUT THEIR AUTHORIZATION.
Product Type:	Insurance
Alleged Damages:	\$5,000.00
Alleged Damages Amount Explanation (if amount not exact):	A GOOD FAITH DETERMINATION CONCLUDED THAT THE DAMAGES FROM THE ALLEGED CONDUCT WOULD BE GREATER THAN \$5,000.
Is this an oral complaint?	No
Is this a written complaint?	Yes
Is this an arbitration/CFTC reparation or civil litigation?	No

Customer Complaint Information

Date Complaint Received:	09/22/2009
Complaint Pending?	No
Status:	Denied
Status Date:	12/03/2009
Settlement Amount:	
Individual Contribution Amount:	
Broker Statement	PAS' REVIEW OF THE ALLEGATIONS FOUND THEM TO BE MERITLESS AND CONTRARY TO THE CUSTOMERS' SIGNED LETTERS OF INSTRUCTION.

**Disclosure 2 of 2****Reporting Source:** Broker**Employing firm when activities occurred which led to the complaint:** PARK AVENUE SECURITIES**Allegations:** CLIENT ALLEGES THAT PARK AVENUE SECURITIES ("PAS") REGISTERED REPRESENTATIVE, STEPHEN RICE, MADE MISREPRESENTATIONS IN CONNECTION WITH THE PURCHASE AND MAINTENANCE OF A VARIABLE LIFE INSURANCE POLICY. PAS HAS MADE A GOOD FAITH DETERMINATION THAT ANY DAMAGES FROM THE ALLEGED CONDUCT WOULD NOT BE LESS THAN \$5,000.**Product Type:** Insurance**Alleged Damages:** \$5,000.00**Customer Complaint Information****Date Complaint Received:** 04/08/2003**Complaint Pending?** No**Status:** Denied**Status Date:** 06/14/2004**Settlement Amount:****Individual Contribution Amount:****Broker Statement** PARK AVENUE SECURITIES LLC ("PAS") INVESTIGATED THE CLIENT'S ALLEGATIONS AND CONCLUDED THAT THEY WERE WITHOUT MERIT. THE CLAIM WAS DENIED.

End of Report



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